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CS/BCA (SUPPLE)/SEM-5/BCAE-501C/09
MULTIMEDIA & E-COMMERCE
SEMESTER – 5



Time : 3 Hours]

[Full Marks : 70

GROUP – A**(Multiple Choice Type Questions)**

1. Choose the correct alternatives for the following : 10 × 1 = 10
- i) One of the important features of B2C is
- a) selling products and services to the end users
- b) direct purchasing
- c) both (a) & (b)
- d) only selling on the internet.
- ii) E-trading is also called
- a) E-brokering b) E-supply
- c) Direct purchasing d) both (a) & (c).
- iii) Majority of B2B transactions are conducted through
- a) EDI b) E-mail
- c) Post office d) Fax.
- iv) VAN provides services including
- a) Secure connections b) Security channel
- c) Insecure connections d) None of these.
- v) Information super-highway infrastructure includes
- a) Internet b) WAN
- c) Routers d) All of these.



vi) Advantage(s) of using B2C e-commerce is(are)

- a) increased efficiency
- b) reduced time
- c) cost effective
- d) all of these
- e) only (a) and (b).

vii) In a multi-tier e-commerce architecture which one is not a middle tier server ?

- a) E-commerce server
- b) HR server
- c) Application server
- d) Database server.

viii) Which one of the following is not an ACH service ?

- a) EFT
- b) CHIPS
- c) GIRO
- d) SWIFT.

ix) One of the important features of E-banking is

- a) transfer of funds
- b) e-clearance
- c) review account details
- d) all of these
- e) none of these.

x) Common authentication measures of a Credit Card are

- a) password/login verification
- b) digital signatures
- c) bio-metric devices system
- d) all of these.

**GROUP – B****(Short Answer Type Questions)**Answer any *three* of the following.

3 × 5 = 15

2. What are the various steps involved in the top-down design of multimedia system ? 5
3. Compare and contrast symmetric and asymmetric key cryptographic techniques. 5
4. Enumerate different types of audio signals. What is MP3 ? 3 + 2
5. What is E-auctioning ? What are its advantages ? 5
6. What is SET protocol ? Describe the steps required to purchase an item using SET protocol. 2 + 3

GROUP – C**(Long Answer Type Questions)**Answer any *three* of the following.

3 × 15 = 45

7. a) Explain how E-commerce has helped through supply chain management and retail chain management. Draw suitable figure. 10
- b) What are the requirements for digital payment ? 5
8. a) What are the characteristic features of multimedia system ? 4
- b) What is MIDI ? Where is it used ? 2 + 2
- c) What is MP3 compression ? Why is MP3 compression used ? How is MP3 compression done ? 2 + 2 + 3
9. a) What are the advantages of on-line marketing ? 4
- b) Describe the different types of CRM in the context of e-business. 7
- c) What are the main benefits and challenges of CRM ? 4



10. a) What are the typical contents of digital certificate ? What are the common causes for revoking a digital certificate ? 7
- b) Define binding factor. Explain its working process and highlight its significance. 8
11. Write short notes on any *three* of the following : 3 × 5
- a) EDI
- b) JPEG
- c) IT Act, 2000
- d) Digital signature
- e) Business process Re-engineering.



END